

I/513037/2024

ई-मेल

प्रेषक,

उदय भानु त्रिपाठी,
विशेष सचिव,
उत्तर प्रदेश शासन।

सेवा में,

1. आवास आयुक्त,
उ.प्र. आवास एवं विकास परिषद
लखनऊ।
2. उपाध्यक्ष,
लखनऊ, गाजियाबाद, आगरा, कानपुर, प्रयागराज, गोरखपुर, अयोध्या एवं वाराणसी
विकास प्राधिकरण।

आवास एवं शहरी नियोजन अनुभाग-3

लखनऊ: दिनांक: 06 मार्च, 2024

विषय:- आई.आर.सी.-46 "सड़क के किनारे विज्ञापन एवं होर्डिंग्स के लिए दिशा-निर्देश" के पुनरीक्षित प्रारूप पर अभिमत के संबंध में।

महोदय,

कृपया आई.आर.सी.-46 "सड़क के किनारे विज्ञापन एवं होर्डिंग्स के लिए दिशा-निर्देश" के पुनरीक्षित प्रारूप पर अभिमत उपलब्ध कराये जाने संबंधी श्री राहुल पाटिल, उप निदेशक (तकनीकी), भारतीय सड़क कांग्रेस, जामनगर हाउस, शाहजहाँ रोड नई दिल्ली के पत्र संख्या-आई.आर.सी.:11(एच-1)/2021-23 दिनांक 16.02.2024 (छायाप्रति संलग्न) का कृपया अवलोकन करने का कष्ट करें।

2- इस संबंध में मुझे यह कहने का निदेश हुआ है कि कृपया आई.आर.सी.-46 "सड़क के किनारे विज्ञापन एवं होर्डिंग्स के लिए दिशा-निर्देश" के पुनरीक्षित प्रारूप पर परीक्षणोपरान्त विन्दुवार आख्या/अभिमत मुख्य नगर एवं ग्राम नियोजक, नगर एवं ग्राम नियोजन विभाग, उ०प्र० लखनऊ को तत्काल उपलब्ध कराने का कष्ट करें।

संलग्नक: यथोक्त।

Digitally Signed by उदय

भानु त्रिपाठी

Date: 06-03-2024 11:04:16

Reason: Approved

भवदीय,

(उदय भानु त्रिपाठी)

विशेष सचिव

प्रतिलिपि:- मुख्य नगर एवं ग्राम नियोजक, नगर एवं ग्राम नियोजन विभाग, उ०प्र० लखनऊ को इस निर्देश के साथ कि प्रकरण में अभिकरणों से प्राप्त आख्या/अभिमत का परीक्षणकर सुविचारित अभिमत शासन को अविलम्ब उपलब्ध कराने का कष्ट करें।

आज्ञा से,

उदय भानु त्रिपाठी

विशेष सचिव



संख्या- 590 /आट-3-2024
भारतीय सड़क कांग्रेस
जामनगर हाउस, शाहजहाँ रोड, नई दिल्ली-110 011

INDIAN ROADS CONGRESS

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(Handwritten signature)
22/2/24
(डा० नितिन रमेश गोकर्ण)
अपर मुख्य सचिव,
आवास एवं शहरी नियोजन विभाग,
उ०प्र० शासन।

Dated 16.02.2024

1553/US/2024
US (A-30) (A.K.)

23.2.24
(उदय भानु त्रिपाठी)
विशेष सचिव

आवास एवं शहरी नियोजन विभाग
उत्तर प्रदेश शासन।

No.IRC:11(H-1)/2021-23

Shri Nitin Ramesh Gokarn
Additional Chief Secretary, Govt. of U.P.
Housing and Urban Planning Department,
RWRV+2RW, Sarojini Naidu Marg,
Raj Bhavan Colony,
The Mall Avenue
Lucknow
Uttar Pradesh - 226027

Sub: Request for Comments/Suggestions on Draft Revision of IRC:46 "Guidelines for Roadside Advertisements and Hoardings"

Respected Sir,

I am pleased to inform you that Indian Roads Congress (IRC) is an apex body of Highway Engineers/Professionals in India and is self-mandated to frame / revise Standards & Specification, Code of Practices, Guidelines, Manuals, etc for Road Sector on the subject spanning from planning, design, construction, maintenance, operation, environment, ITS, road safety, etc. These IRC Standards & Specifications are widely adopted/followed in implementation of various Central/State Government Schemes for development of Road Infrastructure by Road User Departments like MoRTH, NHAI, NRIDA, NHIDCL, BRO, PWDs, CPWD, Urban Local Bodies, etc.

All these IRC documents are dynamic in nature and need updation from time to time taking into account feedback from user departments, development in technology, machinery, etc & R&D work done at India & abroad. IRC is continuously working on this target with the help of its various subject domain Technical Committees comprising members from all sectors associated with road sector.

One of the Technical Committee i.e. Transport Planning and Traffic Engineering Committee (H-1) is in the process of Revising IRC:46-1972 'A Policy on Roadside Advertisements' (First Revision). The Committee taking in to account current practice and global advancement in advertisement policies prepared draft revision IRC:46 titled "Guidelines for Roadside Advertisements and Hoardings" (Copy attached) covering Safety & Efficiency Criteria, Guidelines for locating roadside advertisements, its Illumination, restricted locations for advertisements, General Conditions for Granting of Permission, Maintenance aspects & Power of State Government, etc.

As one of the important stakeholders, it is requested to kindly review aforesaid draft revision IRC:46 and send your comments/views for value addition within 15 days to this office on email: tc.irc@gov.in & dd.irc-morth@gov.in in enclosed format.

Encl.: as above

(Handwritten signature)
26/2/24

With kind regards,

(Handwritten signature)
(Rahul Patil)

Deputy Director (Tech.)

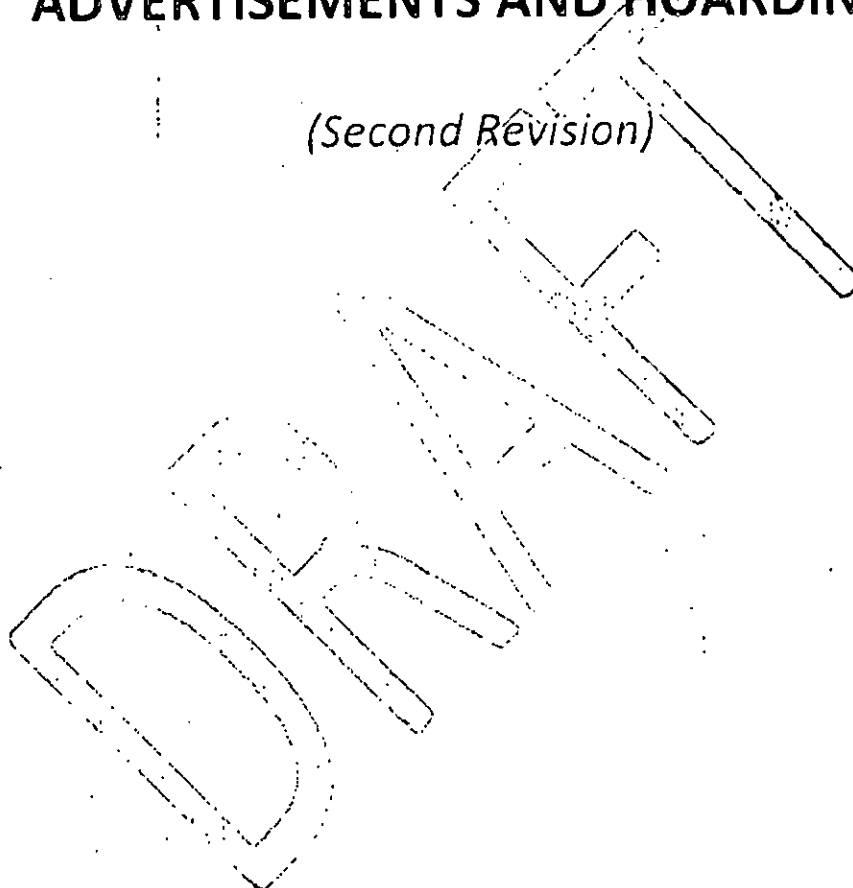
Please Note : All correspondence should be addressed to the Secretary General by designation only

मुख्यालय : कामा कोटि मार्ग, सेक्टर-6, रामा कृष्णा पुरम, नई दिल्ली-110 022 (भारत)
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IRC: 46: 2022

**DRAFT GUIDELINES FOR ROADSIDE
ADVERTISEMENTS AND HOARDINGS**

(Second Revision)

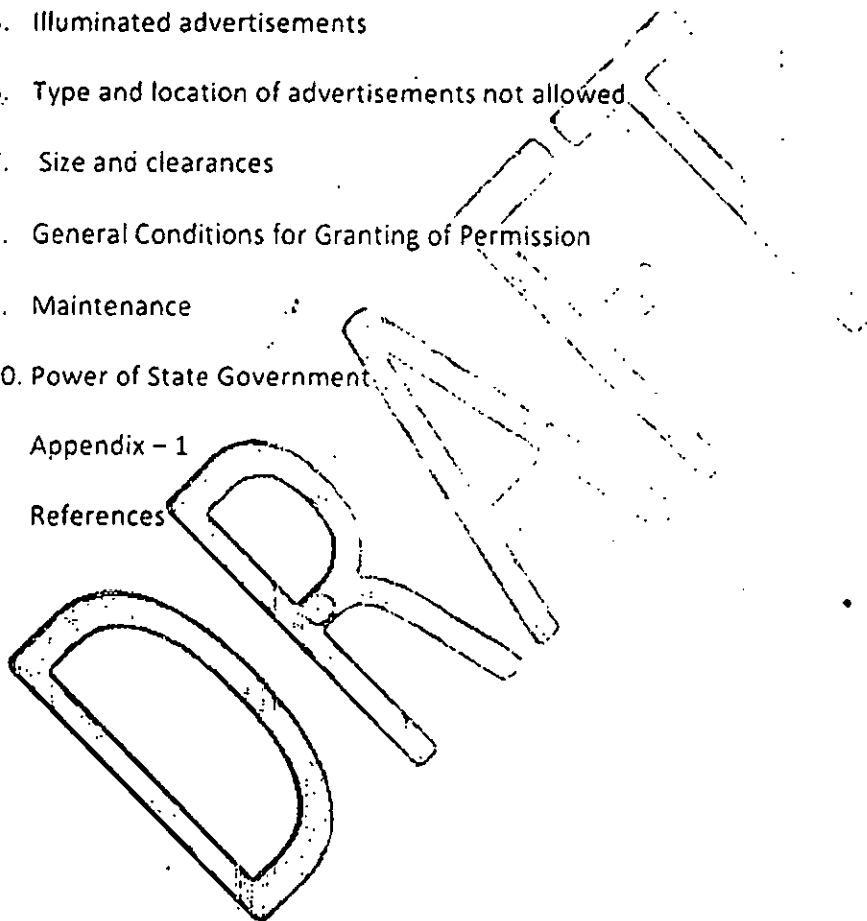


INDIAN ROAD CONGRESS

2022

CONTENTS

Sl. No.	Description	Page No.
1.	Introduction	3
2.	Outdoor advertisements – meaning, definitions & types	4
3.	Safety & Efficiency Criteria	6
4.	Guidelines for locating roadside advertisements	8
5.	Illuminated advertisements	10
6.	Type and location of advertisements not allowed	11
7.	Size and clearances	12
8.	General Conditions for Granting of Permission	13
9.	Maintenance	21
10.	Power of State Government	22
	Appendix – 1	23
	References	24



DRAFT GUIDELINES FOR ROADSIDE ADVERTISEMENTS AND HOARDINGS

1. INTRODUCTION

1.1. In the modern world of consumerism, advertisements play a vital role in promoting products and services. Since roads, highways and streets are very commonly used by people in their day-to-day life, advertising by the roadside has very commonly resorted to all over the World. Commercial advertising is backed up by a strong business lobby and it is one of the activities where regulations are often violated. If practised with restraint, commercial advertisements can enhance the general environment, while at the same time serving commercial interests. This activity can produce useful income for local authorities, which are often starved of funds. But to take the activity to its extreme, purely to enhance the local authority's resources, is extremely wrong. If uncontrolled, it can be blight on the environment, a serious visual intrusion, a pollutant of the city or highway aesthetics and an alarming cause of accidents by distracting the attention of the road users and obstructing the view of the drivers of vehicles. Thus, in the proper selection of design elements that form the cityscape or a highway landscape, the traffic engineer or the highway engineer or the town planner has a great responsibility to ensure that:

1. proper guidelines and policies are well laid out to control the roadside advertisements;
2. strict enforcement of the guidelines and policies is followed; and
3. voluntary acceptance of the guidelines by the advertisers is practised.

A Policy on Roadside Advertisements was first published in 1953 and was revised in 1972. Since then, several improvements have taken place in the roads sector, and the vehicle population has recorded a high rate of growth in the country. The number of road accidents has also increased in this period. Many authorities such as the Ministry of Road Transport and Highways, Delhi Administration, Haryana Government, Municipal Corporation of Chennai, Himachal Pradesh Government, Chandigarh Municipal Corporation, Punjab Government, Hyderabad Municipal Corporation and the Rajasthan Government have issued guidelines or notified them governing various aspects such as location, size, illumination, types of advertisements not permitted, licensing procedure, fees to be collected and promoting green energy. There is a wide disparity in these guidelines, thus underlining the need for a National Policy. With the objectives in view, the Ministry of Road Transport and Highways (MORTH) commissioned the Central Road Research Institute (CRRI) to study the various practices in India and abroad. The Report of the study was submitted in 2001. A study commissioned by MORTH on Street Furniture (Research Scheme R-68) and completed in 2000 contained a Chapter on Roadside Advertisement and Hoardings. The present revision of the document has been greatly

- benefitted from these studies. The revised document was prepared by sub-group constituted by the IRC H-1 Committee.

2. OUTDOOR ADVERTISEMENTS – MEANING, DEFINITIONS & TYPES

The guidelines are applicable to both non-urban roads and urban streets as given specifically wherever applicable.

In these guidelines, the term "Advertisement" shall mean any word, letter, model, sign, placard, board, posters, notice, device (like electronic variable message signs etc.) or representation, price makers and price displays whether illuminated or not, in the nature of and employed wholly or in part, for the purpose of advertisement, announcement or direction (excluding any such thing employed wholly as a memorial, road sign or road/railway signal, utility post). Any signpost, bus sign, name plate, warning sign, route etc., not being on a vehicle, will be considered as "Advertisement". The advertising sign may be supported on a separate structure or building or may be fixed to a tree or to the ground or to any pole, screen, fence or hoarding or displayed in space or mobile platforms on vehicles.

2.1 Types of Advertisement Boards & Signs

The advertisement covers a very wide range of advertisement boards and signs including:

- 2.1.1. Hoarding/Billboards- It's a structure on which advertisement boards are posted with the support of framework or other support, erected, wholly or partly built over any land or stable structure.
- 2.1.2. Digital Banner - A screen of boards on which the advertisements are designed and printed using electronic technology or displayed using digital technology like LED/LCD etc. and others.
- 2.1.3. Placard - Anelectronic printed or handwritten notice or sign intended for public display on a square of cardboard or as formal as a permanent plaque, whether on a wall or carried during a rally.
- 2.1.4. Moving Displays - Advertisements are displayed either by printed scrolling or in any vehicle/vessel which is usually moving.
- 2.1.5. Sky Sign / Captive Balloon - An advertising sign displayed in space like a gas filled balloon anchored to a point on the ground/ building/ post or afloat in the air or sky-writing with words traced in the atmosphere by smoke or any such element discharged from an aeroplane or otherwise.

- 2.1.6. Advertisements on arc frames – A structure with a curved top supported by a pillar, post, or wall supported on all sides.
- 2.1.7. Wall Painting – It refers to outdoor advertisements that are displayed on building walls or boundaries with the aim of selling products or services.
- 2.1.8. Wall Wraps/Façade Advertisement – This term refers to displays painted, pasted, or affixed to the surface of a building's walls, which has also been used as an architectural feature to cover/form faced, and used as an outdoor advertisement for wrapping walls of buildings that are either "blind wall wraps" (wraps on walls without window openings) or "mesh wall wraps" (used as perforated sheet flex membranes that allow some degree of visibility and air circulation) for the display of any advertising commercially or non-commercially.
- 2.1.9. Other Forms of Advertisements – Other forms of advertisements include illuminated letters stand, printed scrolling advertisements, tunnel advertisements virtual advertisements etc.
- 2.1.10. Illuminated Sign – The advertisements sign, permanent or otherwise, the functioning of which depends upon its being illuminated by direct or indirect light, other than an electric sign.
- 2.1.11. Marquee Sign – An advertisement sign attached to or hung from a marquee canopy or other covered structure projecting from and supported by the building and extending beyond the building wall/ building line.
- 2.1.12. Open Sign - An advertising sign in which at least fifty percent of the enclosed area is not covered or open to the transmission of wind.
- 2.1.13. Closed Sign - An advertisement sign in which at least more than fifty percent of the area is solid or tightly enclosed or covered.
- 2.1.14. Ground Sign - An advertising sign detached from a building and erected or painted on the ground or any pole, screen, fence or hoarding and visible to the public.
- 2.1.15. Projecting Sign - An advertisement sign affixed to any building element and projecting more than 30 cm therefrom.
- 2.1.16. Roof Sign - An advertising sign erected or placed on or above the parapet or any portion of a roof of a building including signs painted on the roof of a building.
- 2.1.17. Variable Message Signs - Variable Message Signs are electronic and intelligent display screens for road traffic management that mix text and graphic variable messages to provide a more efficient way of traffic control.

- 2.1.18. Temporary Sign - An advertising sign, banner or other advertisement device, constructed of cloth, canvas, fabric or any other material, with or without a structural frame, intended for a limited period of display; including decorative displays for holidays or public demonstrations.
- 2.1.19. Verandah Sign - An advertising sign, attached to, posted on or hung from a Verandah.
- 2.1.20. Wall Sign - An advertisement sign, other than a projecting sign, which is directly attached to or painted or pasted on the exterior surface or any element of any building.

3. SAFETY AND EFFICIENCY CRITERIA

To following two key categories for advertising should be controlled to maintain road user safety and traffic efficiency:

- A. Physical Characteristics of advertising – including shape, illumination, colour and font size. This should be carried out in accordance with IRC 67-2012 or its modifications.
- B. Site Selection-
- The lateral placement of advertising (which influences the hazard potential for an errant vehicle and the effectiveness of official traffic signs), and
 - The longitudinal (driver distraction control) placement of advertising relative to designated traffic situations and official traffic signs, road features and other advertising devices (which influences sight distances and driver distraction).

3.1. Location Criteria

- 3.1.1. The location of the hoarding shall not be within 10 m from the edge of the carriageway.
- 3.1.2. Whenever it is erected near/on footpath/edge of the road where footpath is not available, the hoarding should have an angle between 30 to 60 degrees with respect to the centreline of the road.
- 3.1.3. Clear Zone (see Appendix 1 for definition) requirements must be considered wherever possible for the lateral placement while installing the advertisement hoardings/billboards other than the specific locations as part of relaxation.

3.1.4. An outdoor advertisement may be located where restriction distances abut, but not overlap. The Table 1 defines the longitudinal distance (d) from intersection to which the advertisements shall be restricted as well as the minimum spacing between the hoardings according to the speed limit at that location.

Table 1: Longitudinal Distance and spacing between hoardings for Rural and Urban Roads

Speed Limit (km/hr). V	Longitudinal distance from intersections within which no advertisements shall be placed (m) $d = SSD + 0.1V$	Minimum spacing between hoardings (m) $= 0.6V$
30 or less	35	18
40	50	24
50	70	30
60	90	36
70	110	42
80	140	48
100	195	60

Stopping Sight Distance (SSD), has been adopted as underpinning rationale in the determination of the longitudinal distance from intersections within which no advertisements shall be located. The distance (d) in Table 1 is calculated by adding 0.1V to the SSD where V is the speed limit of the location in kmph and it shall be measured from the stop line along the nearer edge line of the road. If drivers are not distracted within the distance (d) from an intersection, the chance of avoiding a potential crash is improved.

To reduce the cluttering of advertisement hoardings/boards at one location especially at urban locations where the advertising is appropriate, a minimum spacing of 0.6V as mentioned in Table 1 is to be maintained between the advertisements and the following strategies should be followed:

- (a) More than one advertisement hoarding/board with a permanent structure shall not be allowed along a given sight line (see Appendix 1 for definition).
- (b) The concerned authority has the right to further restrict the area and number of advertisement boards according to the nature of the location to avoid cluttering.

4. GUIDELINES FOR LOCATING ROADSIDE ADVERTISEMENTS

The following are general guidelines on restrictions to be imposed on locating roadside advertisements:

- 4.1. All bus stops or public cycle stands may carry advertisements irrespective of their distance from any junction in line with the guidelines from the concerned district/local administration from time to time based on the specific area/location.
- 4.2. The advertising board/hoarding should not obstruct or interfere with the visibility of approaching, merging or intersecting traffic as well as pedestrians.
- 4.3. Relaxations can be given in specific locations but the minimum setback of any advertisement board/hoarding from the edge of the carriageway should be 10 m. And, the maximum area of the advertisement should not exceed 0.3 sq. m for every metre of setback. Thus, for a setback of 10 m, the maximum area is 3 sq. m. However, in urban areas, the minimum setback can be reduced upto 5m from the edge of the carriageway with the size reduction of 0.3 sq. m for every meter of setback.
- 4.4. Advertisements on mobile platforms should be allowed on public roads only at non-peak hours on working days, especially within urban limits. No raised/extended platforms are permissible. These advertisements should not extend outside the body of the vehicle carrying it. It should not be illuminated, but lighting is allowed only to make it visible at night. No audible sound, either from pre-recorded audio tracks or live music/speech, should be allowed in such advertisements. While stationary, these vehicles must be parked on straight stretches at least 10 m away from the main road edge. However, in urban limits, this may be reduced to 6.5m from the edge of the road/footpath, whichever is nearer.
- 4.5. In-tunnel advertising can be promoted, but it should not obstruct/distract the travellers/road users, especially drivers. And it should also follow all the general guidelines of all forms/types of advertisement, including illuminated and non-illuminated advertisements.
- 4.6. No hoarding/advertisement board should be located within 50 m (measured along the road) of any sign board erected for the regulation of traffic under the orders of a public authority such as a Traffic Authority, Highway Authority, Public Transport Authority or a Local Authority. For example, no hoarding advertisement board should be allowed at a distance less than 50 m (measured along the road) from a Speed Limit Sign, No Parking Sign, No Blowing of Horn Sign etc.
- 4.7. No advertisement board, irrespective of its size, should be permitted on the same pole where a traffic control device is erected by the Public Authorities.

- 4.8. No advertisement board/hoarding shall be allowed below an overhead cantilever/Gantry post (Photo 1)
- 4.9. No illuminated advertisements/video display shall be allowed above traffic signals.
- 4.10. No advertisement board/hoarding shall be allowed within the right-of-way of the road in a rural section (Photo 2).

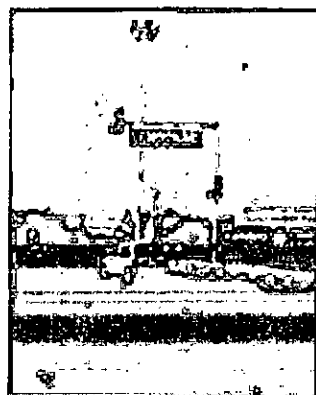


Photo 1: An advertisement panel prominently below an overhead

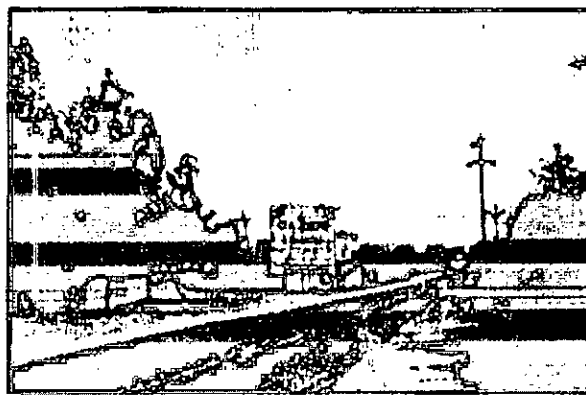


Photo 2: A large size advertisement within road lane and a T-Junction

- 4.11. No advertisement board/hoarding should be as located as would cause any obstruction to the path of pedestrians/cyclists and hinder their visibility at crossings.
- 4.12. No advertisements should be displayed on boards, placards, cloth banners or sheets hung across a road as they distract the attention of the driver and are, therefore, hazardous.

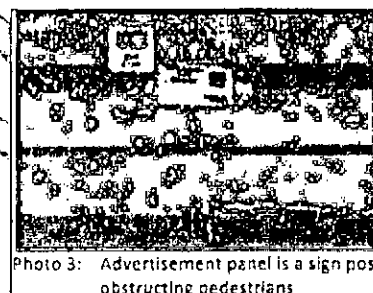


Photo 3: Advertisement panel is a sign post obstructing pedestrians

- 4.13. No advertisement hoardings using captive balloons shall be permitted with hazardous or flammable gas.
- 4.14. No advertisement board/hoardings that contain any portion of video or animated content shall be permitted if they face the road and are visible to drivers.
- 4.15. The form of the advertisement board should not obscure or hinder interpretation of any sign, signal or other device erected for traffic control by the Public Authorities. For instance, the advertisements should not imitate or resemble in colour or shape the standard legal traffic signs or employ such words as "STOP" in the same manner as used in traffic signs.
- 4.16. No commercial advertisements shall be permitted within 200 m of the edge of the right-of-way of Inter-city Expressways, as vehicles travel at high speeds, and any distraction of the drivers' attention, even for a fraction of a second from the

view of road and traffic is likely to be disastrous. However, advertisements displaying on-premise activities outside the right-of-way may be permitted.

- 4.17. No commercial advertisement board/ hoarding shall be located as would adversely affect the local amenity, e.g., in a predominantly residential neighbourhood or where natural scenery is likely to be affected. The frontage of buildings of a dignified and subdued character such as hospitals, educational institutions, public offices, memorials of national importance, places of worship etc., should be protected from the vandalism of commercial advertisements.
- 4.18. No variable message signs (scrolling or non-scrolling) should be displayed which causes distraction or inconsistent with road safety.
- 4.19. No advertisements are allowed on moving vehicles which have any reflective/glossy texture which would cause glare or impairment of vision of the driver or pedestrians, or which otherwise interfere with any operations of driving or pedestrian movement.
- 4.20. No advertisements are allowed above flyovers/bridges/ramps which cause distraction to the visual continuity or to any of the road users.
- 4.21. No advertisements are allowed on foot-over bridges/tunnels which causes distraction to the visual continuity or to any of the road users/passengers.
- 4.22. No advertisements on the outside curve of a divided road where it is directed at traffic on the opposite carriageway, and the geometry, angle or other factors make this undesirable.

5. ILLUMINATED ADVERTISEMENTS

In general, the use of all illuminated commercial advertisements should be discouraged in India, at least for the time being, for a variety of reasons. These include, inter alia, the street lighting in most cities and towns being generally poor, the glare caused by illuminated advertisements can be a hazard to traffic safety; intermittent and fluctuating electric power supply; use of generators which cause pollution; damage to the streetscape due to lack of control on the number, size and shape.

In particular, the following types of illuminated advertisements should not be allowed:

- (a) Illuminated advertisements which obscure or diminish the effectiveness of any official traffic sign, device or signal.
- (b) The illuminated advertisements of such intensity as would cause glare or reflectance (especially in relation to the intensity of street lighting) or impair vision of the drivers or pedestrians, or which otherwise interfere with any operations of driving like containing large areas of red display where the drivers

get confused with a traffic signal, a stop sign, or the taillights of a moving vehicle.

- (c) Excepting that where public service information on time, temperature, weather or date, is to be given, all other advertisements which contain, include or are illuminated by any flashing, intermittent light source or moving light or animation or exposed cold cathode tubing should not be allowed.
- (d) Long duration display periods are preferred in order to minimise driver distraction and reduce the amount of perceived movement. Each screen should have a minimum display period of eight to ten seconds.
- (e) The use of retro reflective sheeting as part of an advertising panel or frame should not be allowed.

The advertisements illuminated by solar energy appear to hold some promise. But tapping of solar energy, leaving aside its use in roadside advertisements is still in an experimental stage. A considerable amount of R&D work is needed in India till any firm recommendations on the use of solar-powered roadside advertisements can be set forth.

6. TYPE AND LOCATION OF ADVERTISEMENTS NOT ALLOWED

- (1) Advertisements pertaining to wines/ liquors/ tobacco products shall not be permitted along highways.
- (2) Vulgar and obscene hoardings shall not be permitted.
- (3) Advertisements shall not be displayed on electric poles, telephone poles or any other utility poles near junctions, bridges or tunnels.
- (4) Advertisements shall not be displayed on safety barriers, delineators, traffic regulatory devices like traffic signs, barricades, cones etc.
- (5) Advertisements shall not be displayed on cantilevers from fixed support on the road edge or on gantries across the carriageway. (Photo 4).
- (6) Advertisements shall not be fixed on trees planted along the road.
- (7) No advertisements shall be allowed with movable parts/items which affect the safety of the road users.
- (8) No advertisement shall be allowed on temporary structures but should be allowed only on permanent structures with proper foundations and fixtures so as

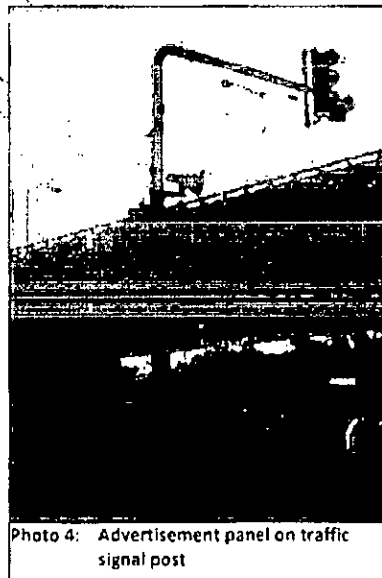


Photo 4: Advertisement panel on traffic signal post

to resist cyclonic winds. All such structures should be certified by an authorized structural engineer.

- (9) No reflector type advertisements are allowed, which causes distraction to the road user, especially the drivers during the night.

7. SIZE AND CLEARANCE

The importance of having uniformity in the sizes of hoardings and advertisement boards cannot be over-emphasised. The present practice of permitting any size of a hoarding or advertisement board has indeed resulted in an ugly streetscape. Keeping in view the sizes commonly used in several developed countries, the following sizes are recommended for Indian conditions.

Very small	600 mm x 800 mm
Small	800 mm x 1200 mm
Medium	1200 mm x 1600 mm
Large	2000 mm x 3000 mm
Extra large	2400 mm x 3200 mm

Broadly, the length has been kept 1.3 to 1.5 times the width. Uniformity in sizes on the lines proposed above would go a long way towards promoting a pleasing streetscape. It shall be noted that hoardings and advertisement boards of size greater than 'Extra-large' mentioned above is not permitted. For captive balloon advertisements, the height of the base of the balloon should be at least 9 m above the road surface.

The clearance of the panel of advertisement/ hoarding from the ground shall be a minimum of 3 m so that pedestrians are not inconvenienced. Relaxations can be given to the specific areas or structures like bus shelter top etc. which the authority/local administration permits from time to time.

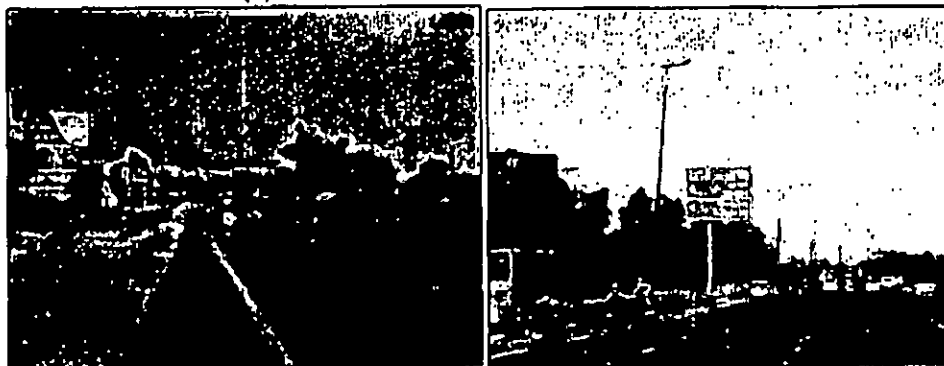


Photo 5& 6: Typical Advertisement boards as per the specified standards

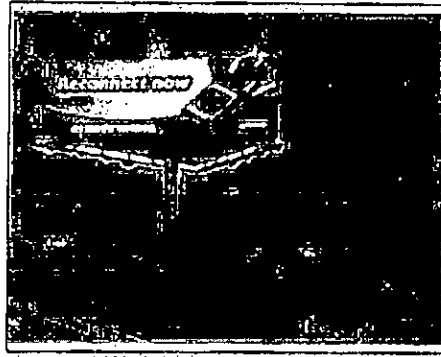


Photo 7: Unipole Advertisement Panel as per the specified standards

8. GENERAL CONDITIONS FOR GRANTING OF PERMISSION

8.1. The advertisements can be put up only after obtaining written approval from the authority having jurisdiction. In continuation, there should undergo a legal agreement stipulating in line with the guidelines between the concerned authority and the vendor/implementing agency. The following general conditions apply:

- (1) The advertisement and hoarding must be designed to withstand the wind, dead loads, seismic forces and any moving loads as are likely to be present.
- (2) No sign shall be illuminated by other than electrical means and electrical devices, and wiring shall be installed as per prevailing codes.
- (3) Wood or plastic or other materials of combustible characteristics similar to wood may be used for mouldings, cappings, nailing blocks, letters and latticing where permitted and for other purely ornamental features of signs. Sign facings may be made of approved combustible materials provided the area of each face is not more than 10 m^2 , and the wiring for electrical lighting is entirely enclosed in a metal conduit and installed with a clearance of not less than 5 cm from the facing material.
- (4) The advertisement must be maintained in a clean, tidy, safe condition and should not create a tunnel effect or blocking sightlines.
- (5) The advertisement shall not obstruct the light and ventilation of buildings situated nearby.
- (6) A colour drawing showing the locality plan indicating the advertisements' proposed position (GPS coordinates) and the distance in relation to any other adjacent structures located within a radius of 25 m from the proposed advertisement. And, this shall be applicable to permanent structures with proper foundations and fixtures.

- (7) All the advertisements should have a QR Code on the right side bottom of the advertisement (permanent and temporary), incorporating the vendor's details comprising of name, postal or web address and phone number. It should also include the approving authority name, date of installation, and expiry date of the contract period.
- (8) Advertisements displayed shall not be of any objectionable/obscure nature or obscene or likely to offend public morals and decency.
- (9) Advertisement and hoarding shall not obstruct the use of hydrants and other fire fighting appliances.
- (10) The advertisement must not be put in a position to obscure or hinder the ready interpretation of any road traffic sign, railway signal or any other public notices.
- (11) No advertising sign shall be placed particularly in bends and curves so as to obstruct the view of traffic at intersecting streets.
- (12) Adequate provision for drainage shall be made in every advertising sign, where the possibility of collection of water exists.
- (13) No advertising should be placed on diversion cones and delineators.
- (14) The grant of permission is not to be taken as operating to discharge any obligation or liability imposed or incurred by any other enactment in force in relation to any operation or other matter in connection with building bye-laws or any other laws or bye-laws concerning roads, buildings etc.
- (15) If the authority granting permission requires the removal of the advertisement, it must be removed forthwith.
- (16) Any sign which, in the opinion of the authority, is likely to affect adversely the amenities of, or to disfigure any neighbourhood, may not be permitted.
- (17) Advertisement using captive balloons shall not be permitted in the air funnel areas.
- (18) Illuminated signs shall not disturb the residents of the locality, and they should not be operated between midnight and sunrise.
- (19) Advertisements should not obstruct the movement of pedestrians and distracts the drivers.
- (20) The bottom line of all ground signs (see Appendix 1 for definition) shall be at least 3m above the ground on general conditions.

- (21) The size of the signs shall be 0.3 sq. m for every metre distance away from the edge of the carriageway. It implies that as the distance from the edge of the carriageway increases, the permissible size of the sign also increases.
- (22) No ground sign shall be set nearer to the street line than the established building line.
- (23) Verandah signs shall have a maximum height of 1 m. No verandah sign hanging from a verandah shall exceed 2.5 m in length and 5 cm in thickness.
- (24) The total area of any wall sign/wall painting/wall wraps/façade advertisement shall not exceed 20 m² for every 15 m building frontage, except that in the case of a wall sign, consisting only the name of a theatre or cinema, the total area of such sign shall not exceed 200 sq. m.
- (25) No projecting sign on any part of its support or framework shall project more than 2 m beyond the building; however, it shall not project beyond the plot line facing the street; when it projects into the street, it shall be at a clear height of 2.5 m from the footpath/5.5m from the road surface.
- (26) The maximum height of any projecting sign shall be related to the height of the building to which it is attached in the following manner:

Height of Building	Height of Sign Max.
1) Not exceeding four storeys or 18 m	9 m
2) Five to eight storeys, or not exceeding 36 m	12 m
3) Exceeding eight storeys or 36 m	15 m

- (27) Marquee signs (those hung from a canopy projecting from the building) shall not be more than 2 m in height, and their bottom shall be 2.5 m above the footpath.
- (28) Roof signs shall have the following maximum dimensions

Height of Building	Maximum Height of Sign
Four Storeys (18 m)	2 m
Five-eight Storeys (18 m- 36 m)	3 m
More than Eight Storeys	5 m

- (29) Advertisements shall not be put up on overhead traffic signs, ground mounted traffic signs, overhead traffic signals, and ground mounted traffic signals.
(Photo 8)

- (30) Advertisements shall not be permitted on electric poles.(Photo 9)



Photo 8: An advertisement panel below traffic sign



Photo 9: An advertisement on electrical pole

- (31) Advertisements of sponsors of green lawns and landscaped islands and central medians shall be restricted to 0.5-sq. m area, and their spacing shall not be less than 25 m.
- (32) Whenever in the opinion of the authority it is likely that any advertising device otherwise permissible under these guidelines may affect injuriously or disfigure any particular area within the jurisdiction of the authority, it may proclaim such area as an area of special control e.g., parks and land for public use such as scenic/picnic spots etc.
- (33) The owner shall ensure that a metallic plate (minimum size of 0.1 sqm) or IT enabled device with the embossed logo of the agency where details are displayed and also maintained in good condition at all times. And, this shall be applicable to permanent structures with proper foundations and fixtures.
- (34) Any mishap arising out of falling down of the advertisement/ hoarding would be fully compensated by the person(s)/agency(s) putting up the advertisement. Therefore it is a good practice to be insured.
- (35) The materials used for advertisements should be eco-friendly, and the process of recycling and reuse should be followed to the extent possible before disposing off. Moreover, the disposal should be done without causing any harm to the environment.

8.2. No permission shall be required for the following types of signs

- (1) If the signs are displayed within the window of any building, provided it does not affect the light and ventilation of the building.
- (2) If it relates to the trade or business carried on within the land or building upon which such advertisement is exhibited, or to any sale, or letting of the building, or to entertainment or meeting within the land or building limited to a display of one advertisement not exceeding 1sq.m in area on any premises
- (3) If it is a non-illuminated sign erected over a show window or over the door of a store or business establishment which announces the name of the proprietor and the nature of the business transacted therein.
- (4) If it is a sign erected on a municipal, State or central government building, announcing the name, nature of occupancy, and information.
- (5) If it is a name plate or wall sign erected on building or structure indicating the name of the occupant of the building.
- (6) If it is a sign positioned on the surface of enclosure, fence or picket.
- (7) If it is a sign designating the location of a transit line, a rail track, station or other public carrier when not more than 0.5 m² in area.

8.3. Relaxations in obtaining permission from Highway Authority/Concerned Authorities of the state

While no roadside advertisements should be allowed to be put up unless permission is granted by the competent authority, the following classes of advertisements may be permitted without the express consent of the Highway Authority.

Class (1) Functional Advertisements

- (a) Official warning signs, traffic directions, sign posting and notices of advertisements posted or displayed by or under the directions of any public or court officer in the performance of his official or directed duties.
- (b) Direction signs to places of public amenity, such as petrol filling stations, repair shops, garages, hospitals, first-aid posts, police stations and fire stations.
- (c) Signs relating solely to any city, town, village or historical place, shrine, place of tourist interest.
- (d) Signs, notices, etc. erected by the Defence Department for information of members of the armed forces or the public.

- (e) Signs restricting trespass of property, limited to 0.2 sqm in area or less.
- (f) Signs or notices, 0.2 sq. m in area or less, placed so as to show direction to a residence or place of business and planted sufficiently away from the carriageway.

Class (2) Advertisements relating to permits on which these are displayed

- (a) Advertisements for the purpose of identification, direction or warning with respect to the land or building on which they are displayed, provided they are not exceeding 0.2 sqm in area.
- (b) Advertisements relating to any person, partnership or company separately carrying on a profession, business, trade at the premises where such advertisement is displayed; limited to one advertisement not exceeding 0.3 sqm in area in respect of each such person, partnership or company.
- (c) Advertisements relating to any institution of a religious, educational, cultural, recreational, medical or similar character or any hotel, public house, dak bungalow, block of flats, clubs boarding house or hostel situated on the land on which any such advertisement is displayed; limited to one advertisement not exceeding 1.2 sq. m in area in respect of each such premises.

Class (3) Advertisements of temporary nature

The advertisements of temporary nature can be displayed but are limited to the following conditions, and they shall be removed within a specific time frame especially immediately after the program/event/occasion and it should also follow in line with the rules & regulations from the authority/local administration from time to time. These shall not be allowed using temporary fasteners like rope, twine, thread etc.

- (a) Advertisements relating to the sale or letting of the land on which they are situated; limited in respect of each such sale or letting, to one advertisement not exceeding 2 sqm in area.
- (b) Advertisements announcing sale of goods or livestock, and displayed on the land where such goods or livestock are situated or where such sale is held, limited to one advertisement not exceeding 1.2 sqm in area.
- (c) Advertisements relating to the carrying out of building or similar work on the land on which they are displayed not exceeding 2 sqm in area.
- (d) Advertisements announcing any local event of a religious, educational, cultural, political, social or recreational character, not being an activity promoted or carried on for commercial purposes, limited to a display of advertisements occupying an area not exceeding 0.6 sqm on any premises.

Class (4) Advertisements within the ROW (Only applicable in urban areas & Low Traffic Areas)

These can be of the following types:

(a) Bus shelters/stops:

- No overhang or protrusion is allowed beyond the ground area covered by the canopy structure.
- No advertisements are allowed on internal transparent panels but can be used to display bus routes, schedules, maps, emergency numbers, and related messages issued by the government or its agencies for the public's interest from time to time.
- Can be allowed behind the structure with height restricted to the bottom of the canopy structure/roof.
- Can be allowed on the top of the canopy structure restricted to the height 0.75 m from the lowest level of the canopy structure/roof

(b) Pedestrian guard rail/barrier on roadside/roundabouts

- No overhang or protrusion is allowed beyond the barrier post
- Can be placed in such a way that it faces parallel to the edge of the road, the height restricting to 1 m from the surface of the road or footpath/ kerb whichever is higher.
- Can be placed in the circumference or periphery of the roundabout or the traffic island restricting to 1 m from the surface of the road or footpath/ kerb whichever is higher.

(c) Roadside Kiosk

- This temporary arrangement should not block the pedestrian movement and should be placed in such a way that it should leave a minimum gap of 2 m from the edge of the road.

(d) Garbage collection point, Public Toilets and Police Aid Post

- Can be placed in the circumference or periphery of the garbage collection point.
- No overhang or protrusion is allowed beyond the ground area covered by the canopy structure, its height restricting to 0.75 m (2.5 feet) from the base of

the canopy structure if placed at the top of canopy structure and if placed below the canopy structure then its height should be restricted to 1.2 m from the adjacent ground level

- Should be placed at a minimum of 3 m from the edge of the road or footpath whichever is nearer.

(e) Water Fountain

- Can be placed in the circumference or periphery of the water fountain restricting to maximum height of 1 m from the adjacent road level.

(f) Mass Rapid Transit Pillars

- The lowest portion of these advertisements should not come within 2.5 m from the footpath/road level whichever is higher. They should not project out of the pillars.
- If placed on posts/pillars, then these advertisements should be slender-advertisement width restricted to maximum of half the advertisement height. In no case, should the advertisement height be more than 0.6 m in such a condition.
- If placed on the gantry/overhanging section these advertisements should be restricted to a maximum height of one fourth of the advertisement width. In no case, should the advertisement width be more than 2.5 m in such a condition.

(g) Flyovers/Ramps

- Advertisements should not project out of the structure and can occupy the outer portion of the flyover parapet wall. However, the content and display should not cause distraction to the driver's attention.

(h) Foot – Over Bridge

- The foot-over bridge should not be covered entirely with advertisements panels to ensure visual connectivity.
- Can be allowed on the roof with height restricted to the bottom of the canopy structure/roof.
- Can be allowed on the top of the structure restricted to the height 2.5 m.

(i) Traffic Signal Post/High Mast Lamp Posts

- The lowest portion of these advertisements should not come within 2.2m from the footpath/road level whichever is higher. If the advertisements are below the level of 2.2 m, then they should not project out of the posts.
- If placed on posts, then these advertisements should be slender – advertisement width restricted to maximum of half the advertisement height. In no case, should the advertisement height be more than 0.6m in such a condition.
- If placed on the gantry/overhanging section these advertisements should be restricted to a maximum height of one fourth of the advertisement width. In no case, should the advertisement width be more than 2.5m in such a condition.

(j) Pedestrian guard rail/barrier on road side/median/roundabouts

- No overhang or protrusion is allowed beyond the barrier post.
- Can be placed in such a way that it faces parallel to the edge of the road, the height restricting to 1m from the surface of the road or footpath/kerb whichever is higher.
- Can be placed in the circumference or periphery of the roundabout or the traffic island restricting to 1m from the surface of the road or footpath/kerb whichever is higher.

9. MAINTENANCE

All outdoor advertisements must comply with five 'standard conditions'. They must:

- be kept clean and tidy
- be kept in a safe condition
- have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on highway property)
- not obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport
- be removed carefully where so required by the authority.

10. POWER OF STATE GOVERNMENT

The state government can issue details/ clarifications/ amendments/ notifications/ guidelines with respect to these guidelines from time to time as needed.

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Appendix 1

DEFINITIONS

1. AUTHORITY HAVING JURISDICTION

The authority which has been created by a statute and which, for the purpose of administering control of roadside advertisements, may authorise a committee or an official to act on its behalf.

2. BUILDING LINE

The line up to which the plinth of a building adjoining a road or street may be lawfully extended.

3. STREET LINE

The line defining the side limits/ Right of Way of a street.

4. ROW (Right of Way)

ROW means the full width of a Public Street between Building Lines across such Public Street including the median, carriageway, service road, shoulder and footpath/sidewalk and the airspace above it.

5. CLEAR ZONE

A clear zone is a roadside space free of obstructions through which an out-of-control vehicle can safely travel. A clear zone's width is assessed concerning the travelled way's edge. The distance between one point and the apparent site can be stated in two ways: design clear zone distance and provide clear zone distance.

6. GREEN ENERGY

The term green energy refers to energy derived from natural sources such as the sun and it does not emit pollutants into the atmosphere.

7. SIGHT LINE

An imaginary line that extends from the point of observation to a perspective beyond the point of interest.

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